

Abstract

This diploma thesis focuses on the role of the television channel VTV4 in lives of Vietnamese immigrants in the Czech Republic. It tries to clarify what are the functions of VTV4 and what it represents for its audience. The thesis is divided into theoretical, methodological and analytical parts. The theoretical part is compiled from Czech and foreign literature. At the beginning of this section it presents theories explaining functions of mass media in society. Then it describes the characteristics of Vietnamese immigrants in the Czech Republic and their internal differentiation. One of the most important chapters of the thesis is also a chapter describing VTV4, which briefly introduces its objectives, history, and also its program. The core of the thesis is the qualitative research conducted through semi-structured interviews. The methodology of the research is explained in detail in the methodology section. The aim was to find out from informants, which roles VTV4 plays in their lives whereby great attention is paid to differences in perception between the so-called the first generation of Vietnamese immigrants and the second generation. The analytical part composes of responses of informants from both groups. This part also contains the interpretation and the evaluation of the data obtained from the interviews. The main themes emerged from the practical research can be found in the summary of the analytical part.